Proposal Development Clinic PACER PLUS

Pacific Digital Economy Programme (PDEP)

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Content

Pacific Digital Economy Programme (PDEP)

What is PDEP?

▸ Joint programme between **UNCDF**, **UNDP** and **UN Trade & Development (UNCTAD).**

▸ **UNCTAD's** focus is on advancing e-commerce and the digital economy.

▸ UNCDF focuses on digital finance, while UNDP provides administrative support.

▸ Programme commenced in 2021.

▸ Countries included: Fiji, Tonga, Vanuatu, Samoa, Solomon Islands, Papua New Guinea, Timor-Leste, Kiribati, Federated States of Micronesia, and the Marshall Islands.

▸ Programme supported by Australian/New Zealand Governments & the European Union.

United Nations Trade & Development (UNCTAD)
E-commerce and the Digital Economy (ECDE) Programme

E-commerce and the Digital Economy (ECDE)

▸ Enhance understanding of e-commerce opportunities & challenges.

▸ Provide evidence based analysis on policy options at national, regional and global levels

▸ Strengthen capacities to create favourable conditions for global economic integration

▸ Make international digital cooperation more effective, efficient & transparent

Three Pillars

Research and Analysis

- Pacific Digital Economy Report
- Digital Economy Report
- Cyber Law Study
- Statistics on e-commerce & the digital economy
- Policy briefs, technical notes & other research products

Technical Cooperation

- eTrade Readiness, ISM, e-commerce strategies
- eTrade for Women
- E-commerce & Law Reform
- Measuring e-commerce & the digital economy

Consensus Building

- Intergovernmental Group on e-commerce & the digital economy
- Working Group on measuring e-commerce & the digital economy
- eTrade for all

7 Policy Areas eTrade Readiness Assessment

- E-commerce assessments
- ICT Infrastructure and services
- Payments
- Trade logistics
- Legal & regulatory frameworks
- Skills development
- Financing for E-commerce

▶ **11** - eTrade Readiness Assessment

▶ **6 -** National E-commerce Strategies

Regional Activities

Pacific Digital Economy Report 2024

Provides an update on recent development in digital connectivity in the region, exploring opportunities & challenges related to digital entrepreneurship & digital trade.

Cyberlaw Study

Examines the legal frameworks governing electronic commerce and digital trade in 15 Pacific countries, aiming to understand the current legislative landscape.

eTrade Capacity Building Workshop

Supported Samoa and Timor-Leste delegations at a two-day eTrade workshop in Geneva, introducing them to UNCTAD's capacity-building programmes and conducting an interactive session on the eTrade Reform Tracker.

Country Activities

Fiji National E-commerce Strategy (NECS)

Builds on the 2000 National E-commerce Assessment, offering a comprehensive five-year roadmap tailored to Fiji's context. Outlines measures to enhance the e-commerce enabling environment.

Fiji NECS Implementation Unit Support

Supporting the Government in establishing governance mechanisms for NECS implementation & introducing the UNCTAD eTrade Reform Tracker to improve coordination between public and private sectors.

Enhance Capacity of Bureau of Statistics

Supporting the Bureau to enhance e-commerce statistics through technical assistance in metrics development, data collection refinement, benchmarking, & capacity-building workshops.

Country Activities

Solomon Islands NECS Implementation Unit Support

Engaging in discussion on areas of assistance, with immediate opportunities in establishing a governance mechanism and UNCTAD eTrade reform tracker.

Solomon Islands Data Privacy & Protection Legislation

Supporting the Government in drafting Data Privacy & Protection legislation to cover personal & enterprise protection, national & cross-border transfers, in line with OED guidelines & the Budapest Convention.

Samoa National E-commerce Policy

Supporting the Government in developing a national e-commerce policy that addresses data management, consumer protection, intellectual property, and competition. The policy aims to promote systematic and sustainable e-commerce growth in line with national and regional strategies.

Country Activities

Timor-Leste eTrade Readiness Assessment

Analyses the digital and e-commerce ecosystems of Timor-Leste and provides policy recommendation based on the challenges and opportunities of e-commerce development identified across seven policy areas.

Timor Leste National E-commerce Strategy (NECS)

Supporting the Government in developing the NECS for Timor-Leste, which outlines a strategic plan for advancing e-commerce. It details practical steps and an action plan tailored to local conditions, capacities, and opportunities for growth.

eTrade Reform Tracker (eTRT)

The eTRT is a web-based project management and monitoring tool designed to support national e-commerce committees or equivalent bodies in coordinating the implementation process more efficiently.

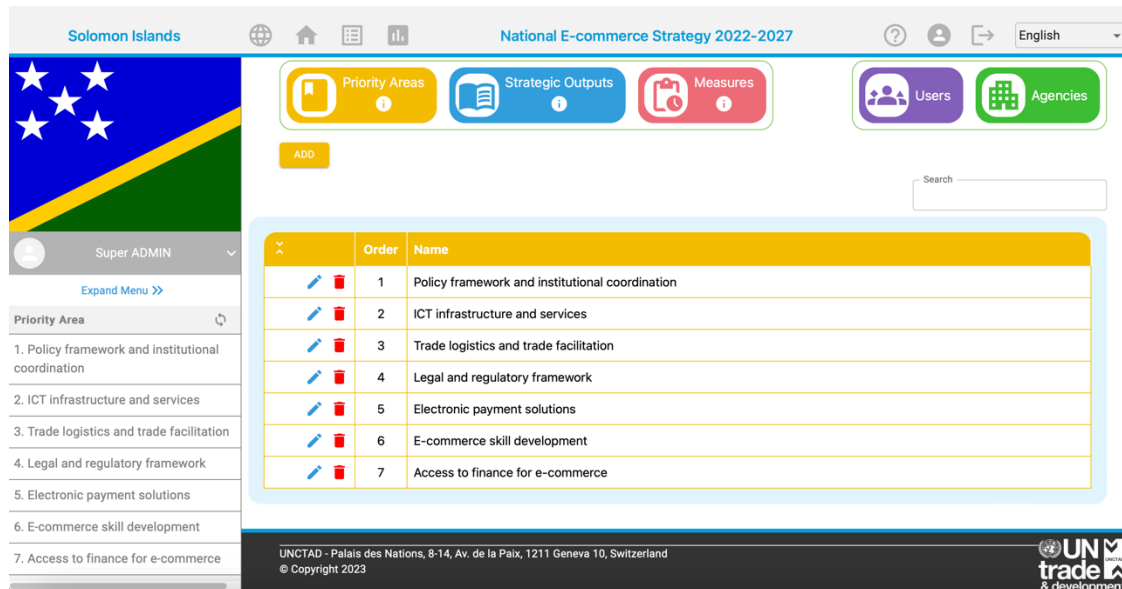eTrade Reform Tracker (eTRT)

Why the eTRT?

eT Readies and e-commerce strategies have triggered important policy reforms in partner countries and established a strong foundation. However, some challenges are hindering the pace of policy implementation:

▶ Limited inter-ministerial coordination

▶ Weak institutional capacities

▶ Varying levels of understanding

▶ Staffing constraints and political turnover

▶ Limiting convening power

▶ Fragmented interventions by development partners

Main objectives

A web-based project management and monitoring tool designed to support national e-commerce committees or equivalent bodies in coordinating the implementation process more efficiently:


- Converts the Strategy implementation plan in an online/interactive format.

- Provides a concrete support to the implementation of an E-Commerce Strategy.

- Fosters inter-ministerial collaboration.

- Monitors the implementation of e-commerce policy recommendations.

- Builds country ownership in rolling out the e-commerce agenda at the technical level.

- Enables continued follow-up and report and donor co-ordination.

Expected outcomes

If the Tracker is regularly used and information duly recorded, it can facilitate reporting as it allows to:
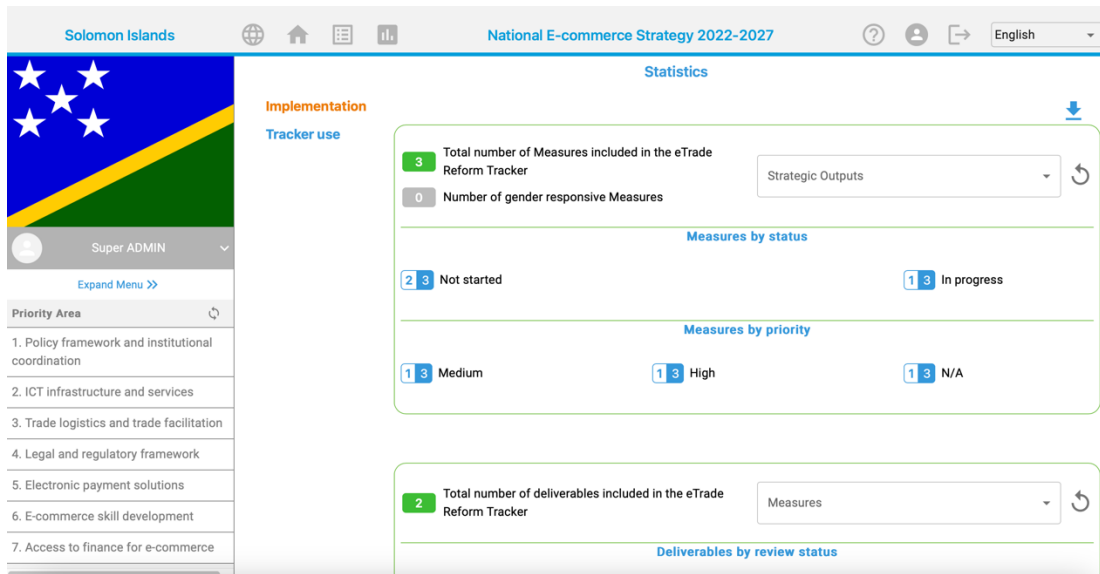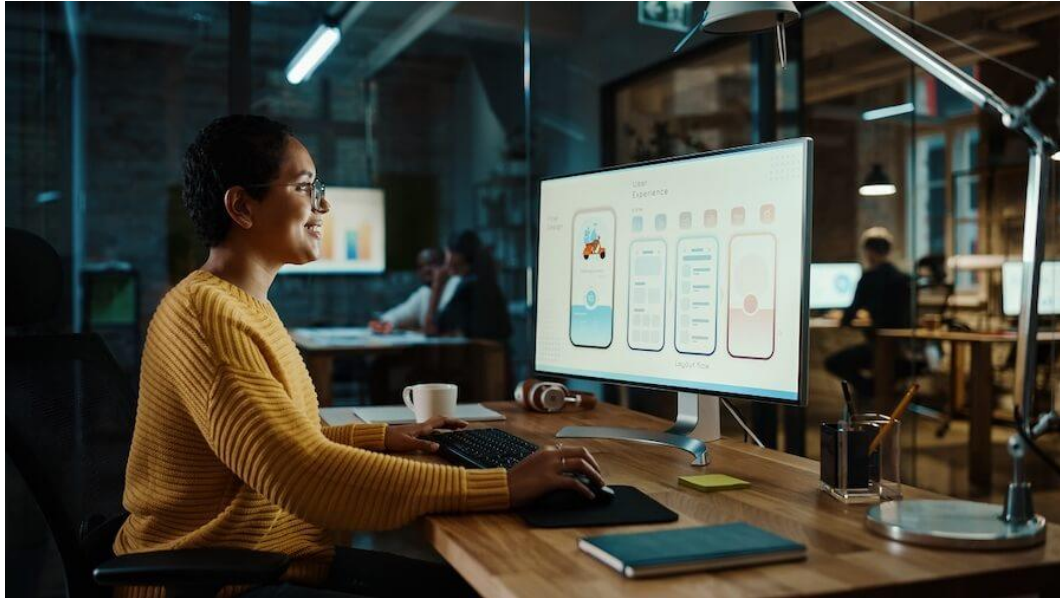

- ▶ Provides a real-time view of the results of the overall implementation process.

- ▶ Tracks the status of deliverables.

- ▶ Assesses the progress made & challenges encountered.

- ▶ Generates statistics, data & charts related to the implementation.

eTrade for Women Initiative

eTrade for Women

Empowering women entrepreneurs in developing countries

etrade from women combines the transformative power of women entrepreneurs with the positive impact of digital technologies

- ▸ Masterclass

- ▸ Community

- ▸ Policy Dialogue

Our Goals

▸ Building & Nurturing a network of successful women leaders in e-commerce.

▸ Showcasing the experiences & achievements of women in the network.

▸ Train, inspire & empower the next generation of female entrepreneurs.

▸ Make the voices of women leaders in e-commerce heard in policy processes at the local, regional and & global levels.

Leveraging UNCTAD expertise

UNCTAD Support 2025

▶ **Research & Implementation -** Providing better evidence on the policy reforms needed to enhance Pacific eTrade Readiness, and offering tailored assistance for their implementation.

▶ **E-commerce & Law Reform -** Providing capacity building support to law and policy makers to develop the enabling environment needed to support digital transformation and the emergence of e-commerce ecosystems.

▶ **Measuring e-commerce & the digital economy -** Building the capacity of national statistical offices and other relevant authorities to produce timely, robust and internationally comparable statistics on the digital economy.

▶ **eTrade for Women -** Empowering women digital entrepreneurs to thrive in the digital economy, become more visible as role models and engage in policy dialogue to foster positive change in the business enabling environment.

Thank you

UN trade & development
UNCTAD